

ABSTRAK

Habibah Arianti Syahak, 2020; Pengaruh Persepsi Kegunaan dan Kepercayaan Terhadap Niat Pembelian Ulang dengan Kepuasan Pelanggan sebagai *Intervening* (Survei pada Pengguna Aplikasi Shopee). Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta, Tim Pembimbing: Dr. Mohamad Rizan, S.E, M.M & Ika Febrilia, S.E, M.M

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kegunaan terhadap kepuasan pelanggan, pengaruh kepercayaan terhadap kepuasan pelanggan, pengaruh kepuasan pelanggan terhadap niat pembelian ulang, pengaruh persepsi kegunaan terhadap niat pembelian ulang, pengaruh kepercayaan terhadap niat pembelian ulang, pengaruh persepsi kegunaan terhadap niat pembelian ulang melalui kepuasan pelanggan sebagai *intervening*, pengaruh kepercayaan terhadap niat pembelian ulang melalui kepuasan pelanggan sebagai *intervening*, pada pengguna Aplikasi Shopee.

Metode pengumpulan data menggunakan metode survei dengan instrumen berupa kuesioner. Objek penelitian ini adalah 200 responden konsumen yang pernah melakukan pembelian pada situs jual beli *online* pada aplikasi Shopee. Analisis data menggunakan SPSS versi 22 dan SEM (*Structural Equation Model*) dari paket statistik LISREL versi 8.8. untuk mengolah dan menganalisis data hasil penelitian.

Hasil pengujian hipotesis menunjukkan: 1) Persepsi kegunaan berpengaruh signifikan terhadap kepuasan pelanggan. 2) Kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan. 3) Kepuasan pelanggan berpengaruh signifikan terhadap niat pembelian ulang. 4) Persepsi kegunaan berpengaruh signifikan terhadap niat pembelian ulang. 5) Kepercayaan berpengaruh signifikan terhadap niat pembelian ulang. 6) Persepsi kegunaan berpengaruh signifikan terhadap niat pembelian ulang melalui kepuasan pelanggan. 7) Kepercayaan berpengaruh signifikan terhadap niat pembelian ulang melalui kepuasan pelanggan.

Kata Kunci: persepsi kegunaan, kepercayaan, niat pembelian ulang, kepuasan pelanggan, shopee.

ABSTRACT

Habibah Arianti Syahak, 2020; *The Effect of Perceived Usefulness and Trust Toward Repurchase Intention with Customer Satisfaction as an Intervening (Survey on Shopee Application Users)*. Thesis, Jakarta: Management Studies Program, Management Department, Faculty of Economics, Universitas Negeri Jakarta, Advisory: Dr. Mohamad Rizan, S.E, M.M & Ika Febrilia, S.E, M.M

The purpose of this study was to determine the effect of perceived usefulness on customer satisfaction, the effect of trust on customer satisfaction, the effect of customer satisfaction on repurchase intention, the effect of perceived usefulness on repurchase intention, the effect of trust on repurchase intention, the effect of perceived usefulness on repurchase intention with customer satisfaction as an intervening, the effect of trust on repurchase intention with customer satisfaction as an intervening, in the Shopee Application.

Methods of data collection using survey method with the instrument in the form of questionnaire. The object of this study were 200 respondents who had used and transacted in the Shopee Application. Data analysis using SPSS version 22 and SEM (Structural Equation Model) from LISREL software 8.8. statistic package to process and analyze data of research result.

The results of hypothesis testing show: 1) perceived usefulness has a significant effect toward customer satisfaction, 2) trust has a significant effect toward customer satisfaction, 3) customer satisfaction has a significant effect toward repurchase intention, 4) perceived usefulness has significant effect toward repurchase intention, 5) trust has significant effect toward repurchase intention, 6) perceived usefulness has a significant effect toward repurchase intention with customer satisfaction as an intervening, 7) trust has a significant effect toward repurchase intention with customer satisfaction as an intervening in the Shopee Application.

Keywords: *perceived usefulness, trust, repurchase intention, customer satisfaction, Shopee.*